

LEO BURNETT U.S.A.

a service of LEO BURNETT STANLEY, INC.

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**Enjoy smoking longer  
without smoking more.**

Saratoga 120's.  
Rich, full-flavored  
cigarettes tailored  
longer and slimmer  
than 100's. You get  
extra smoking time,  
extra smoking  
pleasure, without  
smoking more  
cigarettes. Cost no  
more than 100's.  
Regular or menthol,  
crush-proof box.



**Saratoga 120's**

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Regular: 17 mg. "tar," 1.0 mg. nicotine—Menthol:  
15 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Nov '75

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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